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# ***Farm Broadcasters Letter***

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2600

March 5, 1993

**GREAT YEAR FOR EXPORTS AND IMPORTS** -- Final agricultural export figures for 1992 show that they were up over the previous year, and totaled the second best year on record, \$42.9 billion. The U.S. experienced an agricultural trade surplus, more exports than imports, of \$18.3 billion. Imports set a record at \$24.6 billion, 8 percent above 1991. The largest import increase was unmanufactured tobacco, an 83 percent jump to \$1.4 billion. U.S. wheat, corn and soybean exports this year are forecast to total \$42.5 billion, about the same as last year. **Contact: Joel Greene (202) 219-0822.**

**MORE PORK AND CHICKEN** -- Expanding pork supplies at low prices relative to other meats ensure that pork will remain an attractive retail item this year. Retail pork prices are expected to average near last year's \$1.98 a pound. Pork production is expected to be record large, 3 per cent above 1992's level. Broiler production is expected to increase about 4 percent this year to nearly 22 billion pounds. Production of broilers has expanded each year since 1974. Stable feed costs and positive returns will encourage growth in 1993. **Contact: Leland Southard (202) 219-0767.**

**BETTER RICE** -- Rice that is nutritionally richer has been developed by USDA. The new rice has 15 percent more lysine, an essential amino acid, that makes the rice a more nutritionally balanced source of protein. The Agricultural Research Service scientist who developed the rice, Gideon Schaeffer, says the high-lysine grain has a yield and other qualities similar to commercial varieties. It should command a higher price than traditional rice, boosting the value of U.S. rice exports. The first of five strains is expected to be released to breeders later this year. **Contact: Jim De Quattro (301) 504-8648.**

**LUPIN'S BACK** -- The movement to low-input, sustainable agriculture has renewed interest in white lupin, a feed grain that is also a nitrogen-fixing legume. Also, today's health-food market creates demand for lupin. It is used to add fiber to foods such as pasta, breads, cereals, pancake and baking mixes. USDA scientists at the Soil Dynamics Research Laboratory, in Auburn, AL, are working on producing varieties that resist fungal diseases and possess winter hardiness. Lupin can be grown further north than soybeans, and would allow northern dairy farmers to grow their own protein feed. Seeds are available in the upper Midwest. **Contact: Wayne Reeves (205) 844-3996.**

**FAT LOSS PRESCRIPTION** -- It's not what you eat, its what you do that has the largest affect on body fat. Those are the findings in studies of two groups of men at the USDA's Human Nutrition Research Center on Aging at Tufts University in Boston, MA. No relationship was found between the men's body fat levels and their caloric intake. However, a significant relationship of fat to physical activity was found. Those who engaged in the least physical activity had the most fat. A better prescription for fat loss is to be more active throughout the day. **Contact: Susan Roberts (617) 556-3238.**

**NEW FOODS** -- Latest statistics show that 16,000 new food products were introduced in our nation's retail stores in 1991, a 22 percent increase over 1990, and double the rate of seven years ago. The largest category of new foods introduced in 1991 was condiments, 2,787 new items. The second largest category was candy, snacks and gum at 1,885 new products. Bakery foods were third at 1,631. Studies show that most new products, up to 90 percent, are extensions of existing lines rather than new breakthrough foods. The growth occurred despite the recession and food sales rising less than food prices. **Contact: Anthony Gallo (202) 219-0866.**

**SALMONELLA OUTBREAKS REDUCED** -- The annual total of reported Salmonella Enteritidis outbreaks has decreased by 30 percent over the past three years. 77 outbreaks occurred in 1989. 55 outbreaks in 1992. The majority occurred in restaurants or food service facilities and resulted from unsafe food handling such as pooling large numbers of raw eggs, not cooking them thoroughly, and not refrigerating the eggs. If fresh eggs are implicated in a Salmonella outbreak, USDA's Animal and Plant Health Inspection Service control program locates the infected poultry flocks and diverts the eggs to pasteurization plants where the salmonella infection is eliminated. **Contact: Kendra Pratt (301) 436-4898.**

**U.S. COTTON** -- Although this season had a 14 percent reduction in harvested cotton acreage as compared to last year, there was only an 8 percent reduction in cotton production. The estimated 1992/93 U.S. cotton crop totaled 16 million bales from a harvested area of 11 million acres. Yield per harvested acre is estimated at 700 pounds. In cotton exports, increased competition and reduced foreign mill demand have lowered the export estimate to 6.2 million bales, nearly one-half million bales below last season. Ending stocks are projected at 4.2 million bales, one-half million above last season. **Contact: Robert Skinner (202) 219-0841.**

**LEADING AG COMMODITIES** -- Latest figures show that cattle and calves, dairy products, corn, hogs, and soybeans were the leading agricultural commodities in terms of farm cash receipts in 1991. Texas is the leading state for sales of cattle and calves, Wisconsin leads in dairy, Illinois is first in corn and in soybeans, and Iowa leads in hog sales. 36 States had ag receipts of \$1 billion or more. California lead at \$17.8 billion. **Contact: Roger Strickland (202) 219-0804.**

**FOOD LABELING** -- A database of food labeling education activities throughout the U.S. has been developed at USDA's National Agricultural Library. It was created to assist those working to develop education programs on the new food labeling laws. **Contact: Gina McNeal (310) 504-5719.**

**HOW TO GET USDA INFO** -- Broadcasters seeking to register an interview request, or wanting information about USDA programs or activities, are invited to call the Radio & TV Division. We'll tell you how to file your request, or provide information to help you, or put you in contact with someone who can provide an answer to your question. **Contact: Vic Powell (202) 720-4330.**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 1865** -- Brenda Curtis talks with Jerry Perkins, of the Iowa Corn Growers, who has recently returned from a seven-month tour of service in Russia. Discover what life on a Russian farm has to offer. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME # 1347** -- Diet and death; neighbor to neighbor; changes in the rural landscape; will consumers accept food irradiation?; life in Stavripol. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1857** -- USDA News Highlights; 1993 farm program update; USDA seeks marketing loan comments; Russian farming, 1993; making money on agricultural byproducts. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1610** -- "Foreigners" sought to fight whiteflies; misnamed pests?; more nutritious rice; biotech peaches resist disease; "Charleston Hot" is really hot. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Tuesday, Mar. 16, weekly weather and crop update; Wednesday, Mar. 17, fruit and nut outlook; Thursday, Mar. 18, ag outlook, ag chemical usage; Friday, Mar. 19, cattle on feed report. **These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**

**DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.**

Material changed at 5 p.m., EDT, each working day.

## FROM OUR TELEVISION SERVICE

**FEATURES** -- Chris Larson reports on USDA's "Harmony" public service campaign that is aimed at protecting soil and water; Pat O'Leary reports on the "We C.A.R.E." team, a part of the Soil Conservation Service in Delaware; Lynn Wyvill reports about USDA research on supercritical extraction; and DeBoria Janifer on USDA's food stamp program.

**ACTUALITIES** -- USDA chief meteorologist Norton Strommen updates U.S. crop and weather conditions; USDA economist Steve MacDonald on U.S. agricultural exports; USDA economist Ed Allen on the wheat situation; and USDA economist Tom Tice on feedgrains and hay production.

**UPCOMING FEATURES** -- Lynn Wyvill on USDA's national parasite collection; DeBoria Janifer on USDA Extension Service community food banks; and Pat O'Leary on USDA's list of 1992 top crops in the leading crop states.

**EVERY OTHER WEEK** -- Agriculture Update with anchors Eric Parsons and Lori Spiczka. 4:30 of USDA farm program information in news desk format with B-roll.

*Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:30 a.m., EDT, and Mondays from 8 - 8:30 a.m., EDT.*

## OFFMIKE

**FARM BROADCASTERS**...are responding to the needs of their audience by changing programming. **Lee McCoy** (Texas Agribusiness Network, Dallas) is adding a daily 5-minute listener Q&A session on the network beginning March 22 with the state commissioner of agriculture, **Rick Perry**. ...**Von Kettelsen** (KOEL, Oelwein, IA) is now producing farm programming for the FM side. His farm news program airs each day at 12:20 p.m. ...**Dave Kranz** (California Farm Network, Sacramento) says the network has changed its programming to a new format and improved the method of delivery. The 15-minute "Voice of Agriculture," a staple of the network for 42-years, and 5-minute "California Farming," produced for 15-years, have been put out to pasture and the tape delivery system canceled. Two new daily three-minute programs, "Food and Farming Today," and "California Harvest," are distributed to network stations in California via phone lines. Dave says the changes allow the programming to be more up-to-date.

**CONGRATULATIONS**...to **Gary Kinnett** (WIAI, Danville, IL). The Illinois Farmers Union has presented to him its Outstanding Agricultural Communication and Dedicated Service award.

### *Farm Broadcasters Letter*



Office of Public Affairs  
Radio-TV Division  
U.S. Department of Agriculture  
Washington, D.C. 20250-1300

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**FARM SHOW**...in Sioux City, IA was covered by **Gene Williams** (WNAX, Yankton, SD). Good turnout of farmers to view the products of 125 exhibitors. Gene also covered the farm show in Sioux Falls, SD. **Judy Stratman** (WNAX) covered the National Farmers Union conference in Sioux Falls, March 5-8. Gene covered the Livestock Auctioneers Contest. 32 auctioneers competed, and **Bruce Block**, Battlecreek, IA won. Gene says the event was also covered by **Jerry Urdahl** (WWIB, Chippewa Falls, WI) and **Bob Bosold** (Central Ag News Network, Eau Claire, WI).

**DROUGHT CONDITIONS**...in the west may be improved, but water rights remain a hot topic. **Don Walters** (KGRE, Greeley, CO) says the front range cities recently won a water access case in state court, but their rights to water supplies in the mountains and forests may reach the federal court soon.

**MARCH**...is Nutrition Month.

VIC POWELL   
Chief, Radio & TV Division